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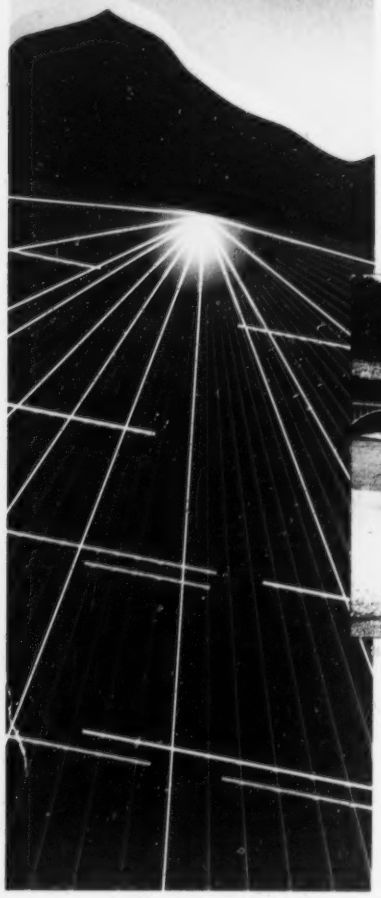
The Genset Landscape 61



'93 Impact: Winnebago & Jayco 7&9

Harrisburg Show 17

RV BUSINESS

Top of the News

FMCA Rally Draws High Attendance 7
Georgie Boy Mfg. Boosts Output 8

People 15

Shows

Harrisburg Show '93 17
RVDA Convention/Expo ... 21
Texas Supershow '93 30

Quality Dealers 23

Manufacturers

Thor Industries Completes Stock Offering 34

Campgrounds 39

Associations 42

Converters 42

Retailers

Relocation Profits Offset Pitfalls 43

Market Trends

May Sales Pace Slows 46
Motorhomes and Vans Boost June Shipments .. 47

From Detroit 48

Suppliers

Chrysler Improves '93 Powertrains 49

Calendar 54

In Brief 55

Product Focus

Directory: Inverters/Converters 58
Genset Power Plays 61

Profitmakers 65

Classified Advertising 70

Info Fax to Advertisers 73

Commentary 74

COVER: Jayco Designer Series, Winnebago Vectra Class A, City Island, Harrisburg, Penn., photo courtesy of Harrisburg Capital Region Chamber of Commerce; computer illustration by Carol Henry.

HEADLINERS

Ford Raises '93 Chassis Prices 7

'92 Shipments to See Notable Rise 8

Maryland Dealers Seek Buy-back Laws 9

Survey Indicates RV Loan Profitability ... 12

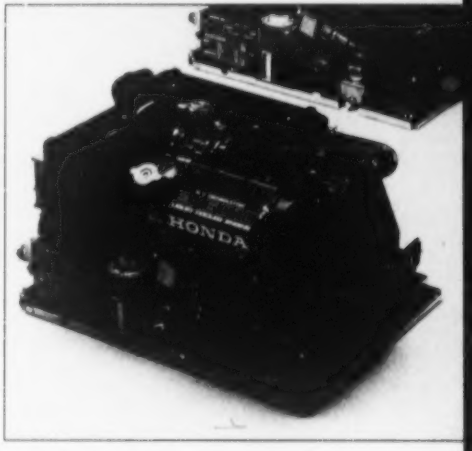
Trade Groups Back '93 Go Camping Promotion .. 14

Travel Supreme Seeks High End 34

Thousand Trails, NACO Close 9 Campgrounds ... 39

Texas Dealers Report Sales Upswing 44

Dodge Readies Full-Size Pickup for '94 49



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RV Sales Pace Slows in May

East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; **Mountain:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming; **Northeast:** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont; **Pacific:** Alaska, California, Oregon, Washington, Hawaii; **South Atlantic:** Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; **West North Central:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; **South Central:** Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi, Alabama.

Although a positive trend prevailed in year-to-date retail sales statistics through the first five months of 1992 — as motorhomes held a sales level 3.7% above those of the same period of 1991, and RV-trailer sales accrued a sizable 18% gain over '91 — sales for the month of May '92 were somewhat less encouraging. Motorhomes slipped 11.7% (a difference of 525 units) from May of '91, and RV trailers grew just 11.6% (a 1,437-unit rise) from the preceding May.

Retail sales activity by region for May 1992 can be studied in figures 1-4, which rank the seven national regions according to their percentage changes in performance during the month.

The strong pace exhibited in the earliest months of 1992 may have been attributable to the pent-up demand of buyers who delayed their purchases until world events seemed to settle down. But a cooling of this activity was evident in May sales levels. Compounding this slowing demand was the fact that the two strongest states for the motorhome market (California and Florida, which normally comprise 30% of motorhome sales) were experiencing declines in their state economies during May. In contrast, the RV-trailer market is fortunate in having a more even sales base geographically Δ — *Thomas Walworth*

RV TRAILERS, MAY '92

May '92 Rank	Region	% of Change from May '91	Apr. '92 Rank
1	Mountain	39.9	1
2	S. Central	25.8	6
3	W.N. Central	14.5	2
4	S. Atlantic	12.9	7
5	E.N. Central	11.7	3
6	Northeast	6.3	5
7	Pacific	-6.2	4

Figure 1

RV TRAILERS, YEAR-TO-DATE

May '92 Rank	Region	% of Change Year-to-Date	Apr. '92 Rank
1	Mountain	39.5	1
2	W.N. Central	30.3	2
3	E.N. Central	19.5	3
4	S. Central	17.9	5
5	S. Atlantic	13.5	6
6	Pacific	11.0	4
7	Northeast	10.7	7

Figure 2

MOTORHOMES, MAY '92

May '92 Rank	Region	% of Change from May '91	Apr. '92 Rank
1	E.N. Central	5.0	6
2	W.N. Central	0.0	5
3	S. Atlantic	-1.8	4
4	Northeast	-6.4	7
5	Mountain	-9.8	3
6	S. Central	-11.7	1
7	Pacific	-20.3	2

Figure 3

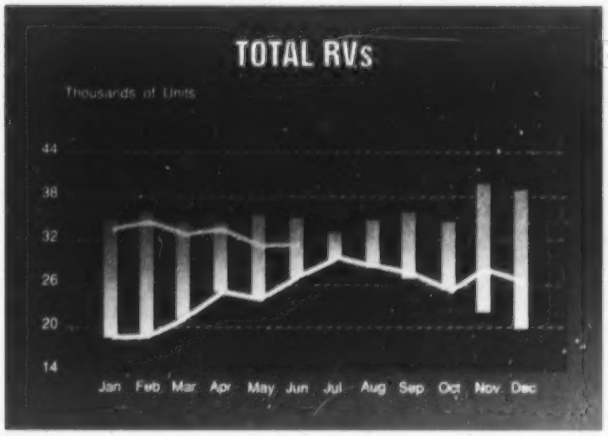
MOTORHOMES, YEAR-TO-DATE

May '92 Rank	Region	% of Change Year-to-Date	Apr. '92 Rank
1	Northeast	10.9	1
2	Mountain	9.0	2
3	W.N. Central	8.5	4
4	E.N. Central	7.4	6
5	S. Central	7.2	3
6	Pacific	4.1	5
7	S. Atlantic	-1.2	7

Figure 4

Thomas Walworth is general manager of Statistical Surveys Inc., Grand Rapids, Mich., which has reported retail statistics to the RV industry for 30 years. Statistical Surveys is an acknowledged leader in the RV statistical field.

COMPUTER GRAPHICS: CAROL HENRY



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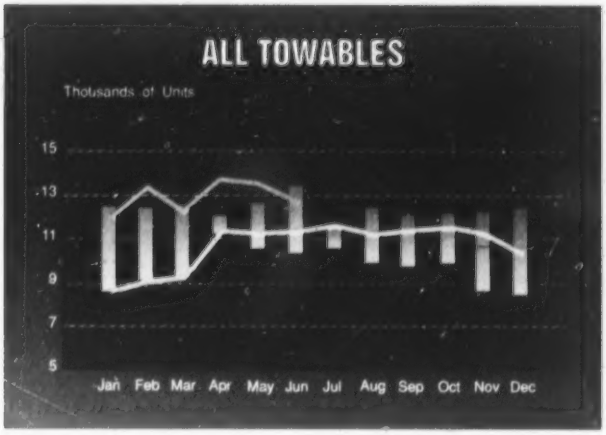

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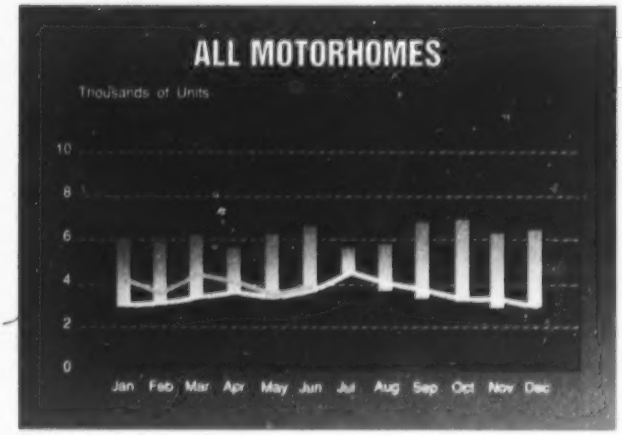

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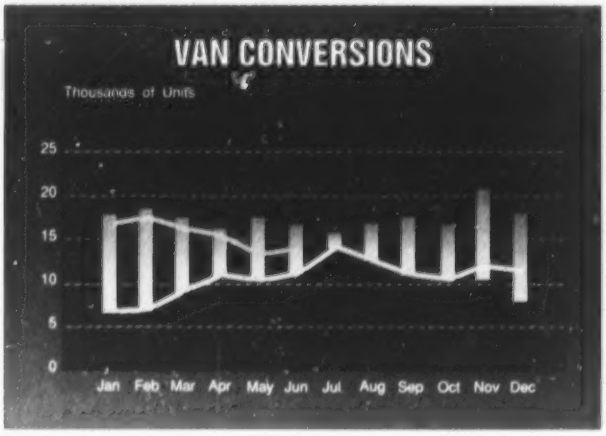

Figure 4

1988-91 Shipments Range
1991 Monthly Shipments
1992 Monthly Shipments

Motorhomes and Vans Boost June Shipments

An 8.9% climb in motorhome shipments during June 1992 and a 3.5% rise in van conversions pushed total RV shipments ahead of May '92 by 0.4%, according to figures reported by RVIA and then seasonally adjusted. Total RV shipments for the month were also 13.6% above those of the preceding June. Motorhomes climbed 0.8% over June '91, and vans benefited from a major 17.4% increase. Towables suffered a 4.9% decline from May '92, although they still rose 14% from the preceding June.

Total RV shipments for the first six months of 1992 blasted past those of the same period of 1991 with an increase of 79.9%, to 195,300 units shipped. Towables also rose 58.2% over the same period of '91. Motorhome shipments, year-to-date, increased by 47.9%, while van conversions improved 116% over last year. ∧

Statistical data is supplied by Morton J. Marcus, director of the Indiana Business Research Center at Indiana University School of Business and a member of the faculty.

ANNUAL & MONTHLY COMPARISONS OF SHIPMENTS

Type of Units	June '92	% Change From May '92	% Change From June '91	Year-to-Date 1992	% Change From '91	% Market Share '92
TOTAL RVs	**30,550**	**0.4**	**13.6**	**195,300**	**79.9**	**100.00**
Travel Trailers						
Conventional	4,940	3.1	11.5	28,060	50.1	14.37
Park Models	710	26.8	1.4	3,640	43.9	1.86
Fifth-wheels	2,910	-17.1	18.8	18,820	80.4	9.64
All Travel Trailers	8,560	3.5	12.6	50,520	59.6	25.87
Folding Trailers	3,610	7.2	18.4	21,840	59.4	11.18
Truck Campers	800	-8.0	11.1	5,500	42.5	2.82
TOTAL TOWABLES	**12,960**	**-4.9**	**14.0**	**77,850**	**58.2**	**39.86**
Motorhomes						
Class A	2,250	10.8	5.1	13,370	52.3	6.85
Class B	230	0.0	-23.3	1,400	16.7	0.72
Class C						
Minis	1,330	-13.7	7.3	7,800	71.4	3.99
Low profiles	0	0.0	0.0	0	-100.0	0.00
Micro-minis	90	-40.0	-52.6	890	8.5	0.46
Class C Total	1,430	8.3	0.0	8,700	60.8	4.45
TOTAL MOTORHOMES	**3,900**	**8.9**	**0.8**	**23,470**	**47.9**	**12.02**
Van Conversions	13,690	3.5	17.4	93,980	116.2	48.12

COMPUTER GRAPHICS: CAROL HENRY